

## ORDER



**Orders**  
**Order / Rev:** 195798  
**Alt Order #:** 6838243  
**Product Desc:** Fri 8-3 thru 9am 8-7  
**Estimate:** 189  
**Flight Dates:** 08/03/12 - 08/07/12  
**Original Date / Rev:** 08/02/12 / 08/02/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Stevens Reed Curcio & Potholm  
**Buying Contact:**  
**Billing Contact:**  
 201 North Union Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Clark Durant for Senate  
**Demographic:** A35+  
**Product Codes:** PL5  
**Priority:** P4  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN7444/SP955/TO27/AL1813

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/07/12	14	\$11,950.00	\$10,157.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	14	\$11,950.00	\$10,157.50	0.00
<b>Totals</b>	<b>14</b>	<b>\$11,950.00</b>	<b>\$10,157.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	08/03/12	08/07/12	5am Daybreak 5am Daybreak	CM	5a-6am	MT--F--	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
NWS8 DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/03/12	08/09/12	MT--F--			1			\$125.00		0.00			
E 2	WOOD	08/03/12	08/07/12	6am Daybreak 6am Daybreak	CM	6-7a	MT--F--	:30	3	\$375.00	P4	0.00	NM	3	\$1,125.00
NWS8 DAYBRK II run 1x electiona am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/03/12	08/09/12	MT--F--			3			\$375.00		0.00			
E 3	WOOD	08/03/12	08/07/12	Today Show from London Today Show from London	CM	7-9a	MT--F--	:30	2	\$750.00	P4	0.00	NM	2	\$1,500.00
TODAY OLYM 7/30-8/10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/03/12	08/09/12	MT--F--			2			\$750.00		0.00			
E 4	WOOD	08/03/12	08/06/12	M-F 6p News M-F News 8 @6p	CM	6-630p	M--F--	:30	1	\$850.00	P4	0.00	NM	1	\$850.00
NWS8 AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/03/12	08/09/12	M--F--			1			\$850.00		0.00			
E 5	WOOD	08/03/12	08/06/12	Olympic Prime Olympic Prime	CM	8P-12A (8:00 PM-12:00 XM)	M--FSS	:30	3	\$2,250.00	P4	0.00	NM	3	\$6,750.00
OLYMPICS PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/03/12	08/09/12	M--FSS			3			\$2,250.00		0.00			

**WOOD**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WOOD	08/04/12	08/05/12	Olympic Daytime WKND	CM	6A-12P -----SS	:30	4	\$400.00	P4	0.00	NM	4	\$1,600.00
				Olympic Daytime Weekend		(6:00 AM-12:00 PM)								
				OLYM WEEKENDS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----SS		4			\$400.00		0.00			
												Totals	14	\$11,950.00